

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Home Department - Cinemas – Vizianagaram District - Revision of rates of admission in three (3) screens of NCS Multiplex, Vizianagaram – Orders – Issued.

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HOME (GENERAL.A2) DEPARTMENT

G.O.Ms.No. 187

Dated:06-08-2013  
Read the following :-

1. G.O.Ms.No.147, Home(Genl. A) Department, Dated: 22-06-2013
2. From the Authorized Signatory, Ambika infra Ventures Pvt. Ltd., Vizianagaram, Dated:24-06-2013.
3. Government Memo.No.16777/Genl./A2/2013, Dated:29-06-2013
4. From the Collector and District Magistrate, Vizianagaram District, Lr(M) Rc.No.852/2012/C1, Dated: 24-07-2013
5. G.O.Ms.No.308, Home (Genl. A) Department, Dated: 11-11-1997
6. G.O.Ms.No.100, Home (Genl. A) Department, Dated: 26-04-2013

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In the reference 1<sup>st</sup> read above, orders were issued fixing the rates of admission @ Rs.75/- for 2D Movies (Regular Movie) and @ Rs.100/- for 3D Movies for the three (3) Screens of NCS Multiplex Complex, Vizianagaram, and certain conditions were stipulated thereon.

2. In the reference 2<sup>nd</sup> read above, the Authorized Signatory, Ambika Infra Ventures Private Limited, Vizianagaram filed a representation before the Government requesting for increase of rates of admission in their Multiplex, saying that the increased rates are not viable to operate the three (3) theatres.

3. In the reference 3<sup>rd</sup> read above, the District Collector and Magistrate Vizianagaram was requested to examine the request of the Ambika Infra Ventures Private Limited, Vizianagaram and to send his detailed report in the matter to Government.

4. In the reference 4<sup>th</sup> read above, the Collector & District Magistrate, Vizianagaram reported that the Revenue Divisional Officer, Vizianagaram had earlier recommended rates of admission @ Rs.75/-for 2D Movies (Regular Movie) and @ Rs.100/- for 3D Movies, prior to the issue of G.O.Ms.No.100, Dated: 26-04-2013. Subsequently the existing single AC theatres in Vizianagaram town enhanced the rates of admission for higher class from Rs.40/- to Rs.55/- in Vizianagaram town as per the orders issued in G.O.Ms.No.100, Home(General A) Department, Dated:26-04-2013, in which the rates of admission to various grades, classes and categories of theatres in the State of Andhra Pradesh were increased.

5. Since the rates of admission in the cinema theaters in Andhra Pradesh were recently enhanced as per G.O.Ms.No. 100, Home(General A) Department, Dated:26-04-2013, the Revenue Divisional Officer, Vizianagaram recommended enhancing the rates of admission in all the three (3) screens of NCS Multiplex, Vizianagaram from Rs.75/- to Rs.100/- for 2D Movies (Regular Movies) and from Rs.100/- to Rs.125/- for 3D Movies, since the Multiplex is equipped with facilities of a better standard (compared to other theatres).

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6. After careful examination of the matter, keeping in view the recommendation of the Collector, Vizianagaram, in partial modification of the orders issued in the reference first read above, Government hereby enhance the rates of admission @ Rs.100/- for 2D Movies (Regular Movies) and @ Rs.125/- for 3D Movies in the three screens of NCS Multiplex in Vizianagaram Town.

7. The Collector and Licensing Authority, Vizianagaram District shall take necessary further action accordingly.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**PRABHAKAR.D. THOMAS  
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To

The Collector and District Magistrate, Vizianagaram.

The Superintendent of Police, Vizianagaram

The Municipal Corporation, Vizianagaram.

Copy to :-

The Authorized Signatory, Ambica Infra

Venture Private Limited, Vizianagaram District.

The P.S. to Minister for I& PR& Cinematography.

The P.S to Special Chief Secretary to Govt., Home Department.

Sc/Sf.

**// FORWARDED :: BY ORDER//**

**SECTION OFFICER**